MAY 17 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, MAY 15, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday May 15 10:30 A.M.	"A DAY AT THE FARM" "CALLING ALL GIRLS" SHOW	THE NAMM STORE, BROOKLYN	452 FULTON STREET TEEN SHOP, 2ND FL.

"Calling All Girls" club members will model fascinating farm clothes that will take them through arrival time to bidding the last goodbye to new farm friends. Olivio, popular WEAF yodeling star, will entertain the teen-age members and the Brooklyn Eagle's patriotic boy's club will be interviewed by club president, Dorothy Roberts. Free jabberwocky journals to all club members. Nancy Pepper will choose the trickiest gadgets. Press and public invited. Publicity: Dorothy Meyer, TR. 5-5700.

Saturday May 15 3:00-5:00 P.M.	CONSERVE AND SEW FASHION SHOW AND TEA	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

A show staged for members of the Art Teachers League and Art Teachers Association, to illustrate possibilities for making attractive clothes from hitherto unthought-of-things. Held in Traphagen School Gallery on Sat., May 15th. Also a group of cottons designed by Frank Murphy, former pupil of Traphagen, now designer and stylist at Pacific Mills, will be shown. Mr. Forest Grant, former Art Director of the N.Y. Board of Education, will be guest of honor at tea. Contact: Dorothy Tyroler, CO. 5-2077.

Saturday May 15	1ST SHOWING: CHILDREN'S FALL SPORTSWEAR	DERBY SPORTSWEAR	1359 BROADWAY

For appointment to see, contact: Mr. Birnbaum, WI. 7-4520.

Sunday May 16 2:30 P.M.	"I AM AN AMERICAN" DAY	BY PRESIDENTIAL PROCLAMATION	MALL, CENTRAL PARK

The Mayor of the City of New York is inviting our town to come to a joyous celebration of "I Am An American" Day. Last year, this ceremony was attended by a million and a quarter people. The war should bring out even more people this time. Vice President Wallace will be principle spaker. Music by Lawrence Tibbett, Jan Peerce, Marjorie Lawrence, Rise Stevens, Golden Gate Quarter and others. Heroes from the fighting fronts will be present and many other important celebrities. Public invited. Contact: Lester Stone, CO. 7-1000.

Now Open	EARLY FALL MARKETS	NEW YORK GARMENT INDUSTRY	VARIOUS SHOWROOMS

Due to shortages and uncertain delivery, the Fall Dress, Coat and Suit and Back-to-School markets have opened earlier than ever before. Due to increased earning power, and investment buying, merchants and buyers from all over the country are thronging the New York market to make as certain as possible of merchandise during these very uncertain times.

Now Going On Through May 24	EXHIBIT: "BRITISH COMMONWEALTH AT WAR"	N.Y. MUSEUM OF SCIENCE & INDUSTRY	R.C.A. BUILDING 30 ROCKEFELLER PLAZA

Free nations of the British Commonwealth: Australia, Canada, Great Britain, New Zealand and South Africa, are shown in graphic cooperation as one striking force in the war. All kinds of war implements in miniature models on display. Open to public. Publicity: Clinton Thomas, CI. 6-2075.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Available	LIBRARY OF WAR-TIME PACKAGING BULLETINS	AMERICAN MANAGEMENT ASSOCIATION PUBLICATIONS	330 WEST 42ND ST.

A series of six different packs providing full detail on every kind of packaging as affected by war-time trends. Included are pamphlets with instructions for department stores for packing all kinds of consumer goods; government priorities; machine packaging; shortages of packagers and containers; etc., written by authorities in their fields. Available in a series of six packs ranging from 35¢ to 75¢ per pack. Contact: American Management Association, 330 West 42nd Street, BR. 9-6055.

Now Open	COTTON AND BEACH SHOP	MARTIN'S, BROOKLYN	501 FULTON STREET 3RD FLOOR

Publicity: Miriam Priluk, TR. 5-3100.

WEEK BEGINNING MONDAY, MAY 17, 1943

Monday May 17 1:00 P.M. Luncheon	MID-SUMMER FASHION SHOW	MIMI TUTHIL (50 E. 50) KATRINKA SUYDAM (7 E. 48)	ST. REGIS HOTEL ROOF

Collection of mid-Summer styles for big city purposes. Open to public. Luncheon, $2. Press by invitation. Dir. Fashion Shows: Mary Rice, PL.3-4500.

Week of Monday May 17 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY

The Bamberger Woman Power Council, organized to get Jersey women started right in their jobs, has for its program for the coming week:

Mon., May 17, 2:30 P.M.--HANDY-ANDY FIX-IT-YOURSELF COURSE: UPHOLSTERY.
Tues.,May 18, 2:30 P.M.--HOW TO PROTECT YOUR CLOTHES FROM MOTHS.
Wed., May 18, 7:30 P.M.--SIGRID SHULTZ, SESSION FOR GRADUATE NURSES.
Thurs.May 20, 2:30 P.M.--BEGINNING OF BEAUTY SERIES COVERING CLEANSING AND CARE OF SKIN AND HAIR.
Fri., May 21, 2:30 P.M.--HOW TO SERVE FISH WITH VARIETY.
Sat., May 22, 10:00 A.M.--MEETING OF NEW JERSEY SCIENCE TEACHERS ASSOC.
2:30 P.M.--SEWING LECTURE: FITTING, PRESSING, FINISHING.

Further information from Publicity: Nan Findlow, Market 2-1212.

Monday Evening May 17 7:45 P.M.	NEW RADIO PROGRAM "I WANT TO KNOW"	ALICE HUGHES FOR HELENA RUBINSTEIN	WMCA (570 ON DIAL)

Part commentary-part entertainment program conducted by Alice Hughes, newspaper columnist, with a guest. This week's guest: Cheryl Walker, star of forthcoming movie, "Stage Door Canteen". Monday evening, May 24, Alice Hughes will interview Florence Louise Hall, head of the Women's Land Army. Contact: WMCA, CI. 6-2200.

Monday May 17- May 22	1943 NATIONAL COTTON WEEK	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY

In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19¾" red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.

Monday May 17	NATIONAL SUMMER MILLINERY WEEK

Contact: Millinery Fashion Bureau, 33 West 42nd St., LO. 5-3283.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 17	PRE-FALL SHOWING: WOOL & CREPE DRESSES	DAVID S. WESTHEIM CORP.	1400 BROADWAY
	Buyers and Press invited. Contact: David S. Westheim, CH. 4-5476.		
Monday May 17	FIRST SHOWING: QUALITY FURS	J. DeLEO & CO.	SHOW ROOM 130 WEST 30TH STREET
	This master fur-fashion-creator will unveil a new collection of distinctive, quality furs. Beginning with May 19th, the Press are invited to see, by appointment. Publ.: Zanville Diamond, 527 - 5th Ave., MU. 2-4058.		
Tuesday May 18 11:30 A.M.	PRESS PREVIEW: SUMMER PLAY CLOTHES	SAKS FIFTH AVENUE	611 FIFTH AVENUE SPORTS DEPT. 3RD FL.
	This is a Press preview to show Fashion Editors Saks' version of how smart New Yorkers dress for leisure and relaxation during a war Summer. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday May 18 2:00-6:00 P.M.	NEW GALLERY FOR CHILDREN	MUSEUM OF THE CITY OF NEW YORK	5TH AVE. BET 103-4TH
	Unique toy gallery done like an old New York toy shop has been donated to the Museum of the City of New York by the Women's Committee. This interests both grown-ups and children. Over 500 toys and articles of doll furniture and houses are displayed, some dating back to 150 years. Press invited to preview on May 18th. Opens to public, Wed., May 19th. Publicity: Jerome Irving Smith, LE. 4-1672.		
Tuesday, Wednesday May 18-19 3:45 P.M.	MAID-OF-COTTON FASHION SHOW	FREDERICK LOESER & CO., BROOKLYN	484 FULTON STREET 5TH FL. RESTAURANT
	This is the annual introduction of the prize-winning beauty elected Maid-of-Cotton. She will be featured in an all-cotton fabric fashion show. Open to Press and public. Publicity: Rose Rulnick, TR. 5-8100.		
Tuesday May 18 4:30-7:00 P.M.	500 YEARS OF RUSSIAN ART	RUSSIAN WAR RELIEF	GOULD HOUSE GALLERIES 579 FIFTH AVENUE
	Tuesday there will be a reception and private showing and thereafter from May 19th to 24th, the public is invited to this exhibit of paintings and icons lent by private collectors for the benefit of Russian War Relief. Mrs. Henry James, Committee Chairman has an impressive Arrangements Committee who have secured part of the collection belonging to Mr. Joseph E. Davies, former Ambassador to Russia. Also other famous Russian art collections. Admission on opening day, $5. Public admission thereafter, 50¢. Publicity: Fred Meyer, MU. 6-3203.		
Tuesday May 18	1943-4 FALL AND WINTER FUR COLLECTION	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE
	Press and Buyers invited, by appointment only. Contact: Mr. Schwartz, LA. 4-2751.		
Tuesday May 18	EXHIBIT & SALE OF 300 AUTHENTIC GREAT MASTERS	R. H. MACY & CO., INC.	HERALD SQUARE FINE ART GALLERY, 9 FL.
	Fully verified and documented are 300 original great master paintings by Rembrandt, Reuben, Breughel, Raysdael and others. Collected with great care and presented with great pride by R. H. Macy. Open to public. Publicity: Jean Sherry, CH. 4-2000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 19 12:30 P.M. Luncheon	HOME FURNISHINGS LUNCHEON	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.

Round-table discussion on TOMORROW'S LIVING with Richard Bennett, Yale University; Freda Diamond, industrial designer; Morris Ketchum, Jr., architect; Howard Myers, Architectural Forum; Charles Shaughnessey, R. H. Macy, as speakers. Members may bring guests. Luncheon, $1.65 (incl. tip). Contact: CI. 7-1734.

Wednesday May 19 1:00 P.M. Luncheon	SUMMER SAGA: 1943 STYLES	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

A comprehensive showing of early Summer fashions; dresses, light-weight coats, suits, sportswear. This showing marks the final luncheon fashion show of season at Waldorf. Open to public. Luncheon, $2. Press by invitation. Russeks: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.

Wednesday May 19- May 21 2:30 P.M.	ANNUAL SPRING BUSINESS MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

The road ahead in the leather industry will be discussed from every angle at this Tanners' Council Spring Business Meeting. Raw materials, supplies, leather in the war effort, Army and Navy specifications, tanning, bags, belts, shoes, upholstery, etc., even to priorities and shipping - will all be under consideration at this comprehensive three-day meeting, addressed by outstanding national authorities from government, military and industry. All members of Council invited. Sessions include luncheon on Thursday and Friday. Contact: Mr. J. S. Nelson, BE. 3-0494.

Wednesday May 19 4:00 P.M.	FASHION PREVIEW OF CLASSIC SPORTSWEAR	McMULLEN COMPANY	475 FIFTH AVENUE

The Press is invited to attend the annual pre-Fall collection by Dorothy Cocks, designer for McMullen. There will be dresses, sports suits and blouses in the classic manner of this maker. The showings are always heavily attended. Come early if you want a seat. Strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.

Wednesday May 19 4:30 P.M.	SPEECH AT "FASHIONS IN HEAD DRESS"	VAN DAY TRUEX, FOR N.Y. INFIRM., WOMEN & CHILD.	WILDENSTEIN GALLERIES 19 EAST 64TH STREET

Mr. Van Day Truex, President of Parson's School of Design, will make an unusually interesting talk at the Galleries tieing in the work of today's students in the fields of creative fashion design with the classical fashions of by-gone centuries. Open to public. Admission: 50¢ plus tax. Press invited. Contact: Mrs. Walter Hoving, WI. 2-5353.

Wednesday May 19- June 30	NATIONAL WINDOW DISPLAY CONTEST FOR A.W.V.S.	A.W.V.S. AND RETAIL STORES	THROUGHOUT COUNTRY

Windows and posters depicting the American women's Volunteer Service activity will be part of a national 6-weeks contest during which prizes of War Bonds from $250 down will be given for the most patriotic window, most symbolic of A.W.V.S., most artistic, etc., totalling $3,000. War Bond prizes contributed by National Cash Register Co. For further information: Public Relations Dept. Nat'l Headquarters, A.W.V.S., 345 Madison Ave., N.Y.C.

Thursday May 20 9:00 A.M.	MILLINERY INTRODUCTORY BREAKFAST	MILLINERY FASHION INSPIRATION, INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This breakfast will be a forerunner of the first showing of Fall hat trends to follow on June 1, 2, 3. At this breakfast, the three milliners of Millinery Fashion Inspiration, Lilly Dache, John Frederics and Sally Victor, will explain the application of WPB regulations to millinery. Strictly by invitation. Contact: Miss Heller, Seymour Mittelmark, PE. 6-7494.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 20- May 25 10:00 A.M.- 6:00 P.M.	ANNUAL EXHIBIT OF STUDENT WORK	PARSON'S SCHOOL OF DESIGN	136 EAST 57TH STREET
	Exhibit combines graduation of Parson's students who themselves make a fashion presentation of clothes they designed, made and modeled. This fashion show will be put on four times: May 20 and 25 at 8:30 P.M.; and May 22 and 23 at 3:30 P.M. Exhibit open to Press and public, May 20 to 25. Publicity: Ruth Bagnall, PL. 8-1662.		
Thursday May 20 7:00 P.M.	ANNUAL DINNER TO MEET NEW OFFICERS	ADVERTISING WOMEN OF NEW YORK	TOWN HALL CLUB 123 WEST 43RD STREET
	On this occasion, after the new officers and board of directors have been installed, Richard Hubbell, author of 4,000 YEARS OF TELEVISION, will explain the relation of television to advertising and to other new modern developments. Members and guests invited. Dinner, $1.85. Reservations from Mrs. Blake, WI. 7-5648.		
Thursday May 20	OPENING NEW MEXICAN SILVER & GIFT LINE SHOWROOM	URIE F. MANDLE CO.	411 FIFTH AVENUE
	Exclusively representing S. J. Busch Company Sterling Silver articles made in Mexico and also carrying several gift lines including jewelry, holloware and accessories. Mr. Urie F. Mandle, formerly of Nat Levy-Urie Mandle Corp., opens his own Fifth Avenue showroom to the Trade. Contact: Mr. Urie Mandle, MU. 3-2485.		
Friday May 21 1:00- 5:00 P.M. And 7:00- 10:00 P.M.	MECHANICAL DRAFTING COURSE FOR WOMEN	COLUMBIA UNIVERSITY SCHOOL OF ENGINEERING	ENGINEERING BUILDING 117TH AT BROADWAY
	This is an intensive part-time course for women to prepare them for positions as junior draftswomen in war industries and government agencies. It requires 2 years of college training in mathematics and science, business, industry or art. It is given from 7 to 10 P.M. every Tues., Wed. and Fri. evenings; and Sat. afternoons from 1 to 5 P.M. for a period of 12 weeks. For information, Room 13, Engineering Bldg., 9 A.M.-5 P.M., UN. 3-3200.		
Friday May 21 4:00 P.M.	"COME AND PICK COTTON" FASHION SHOW	ABRAHAM & STRAUS, BROOKLYN	JUNIOR SIZE CENTER 3RD FLOOR, EAST BLDG.
	Fashion show, with new, "beautiful feeling" cotton clothes, sponsored by the A. & S. College Fashion Board. Juke box music and favors for a lucky few. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.		
Saturday May 22 7:00 P.M. Dinner	TESTIMONIAL DINNER TO WILLIAM M. HOLMES	NATIONAL JEWISH HOSPITAL AT DENVER	ASTOR HOTEL B'WAY AT 45TH STREET
	This is the annual benefit dinner sponsored and run by department store executives. Each year, a favorite merchant is the guest of honor. This time it is William M. Holmes, President of Bonwit Teller. Tickets: $50 per couple. Publicity: Mrs. Germaine Swain, VA. 6-1590.		
Sunday May 23- May 30	METROPOLITAN JUVENILE STYLE MART	60 MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
	Annual presentation of cream-of-the-market fashions in infant-juvenile and junior apparel. Buyers and stylists invited. Contact: Mr. Moe Goldblatt, Derby Sportswear, WI. 7-4520.		
Monday May 24- May 26 9:30 A.M.	ANNUAL CONVENTION OF PURCHASING AGENTS	NATIONAL ASSOCIATION OF PURCHASING AGENTS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	This convention will be devoted to the discussion of general regulations on materials and prices with economies and priorities in mind. Open to members of Association and registered persons. Fee: $10 for registration and attendance. Contact: George Benard, 11 Park Place, CO. 7-3677.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday May 24	FALL OPENINGS: SPORTSWEAR GUILD	9 MEMBERS OF SPORTSWEAR GUILD	INDIVIDUAL SHOWROOMS

For a period of two weeks beginning May 24th, the Sportswear Guild will show its Fall lines to buyers and stylists. Members include:

ADLER & ADLER	550 7TH AVE.	MUTUAL ROSENBLUM	498 7TH AVE.
DAVIDOW	" " "	CHARLES W. NUDELMAN	550 " "
DAVID M. GOLDSTEIN	" " "	ZOLTAN ROSENBERG	" " "
KANE-WEILL	498 " "	SPORT-CRAFT INC.	" " "
		STAR-MAID	498 7TH AVE.

Monday May 24	EXHIBIT OF PHOTOS FROM STAGE DOOR CANTEEN	R.H. MACY & CO., INC.	HERALD SQUARE MILITARY CENTER, 2ND FL.

Service men are welcome at this exhibit of candid photographs taken at the Stage Door Canteen. First 20 military men who recognize themselves in the photos, each get a kiss from any one of the many celebrities who will be present and also a photo. Promises to be fun for all. Service men, their friends and the Press welcome. Publicity: Miss Raices, CH. 4-2000.

Wednesday May 26-Sept. 19	DISPLAY OF OCCUPATIONAL THERAPY	MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM

This exhibition is under the auspices of the Museum's Armed Services program collaborating with the American Occupational Therapy Association. New fields have been opened for men and women with limited physical abilities due to war handicaps. Practical and detailed information on occupational therapy and also photographs showing therapy in this war and last. Open to public. Publicity: Sarah Newmeyer, CI. 5-8900.

Friday May 28-July 5	EXHIBIT OF WORK CLOTHES FOR WOMEN AT WAR	BROOKLYN MUSEUM INDUSTRIAL DIVISION	EASTERN PARKWAY BROOKLYN

Because of the need for women workers in industry, agriculture and Armed Forces, the Brooklyn Museum Industrial Division presents this first comprehensive demonstration of clothes needed by well-dressed women war workers. Outer apparel, cosmetics and coiffures, safety devices in headgear, shoes, etc., work clothes for industrial plants, indoor workers, outdoor workers, farm workers, Armed Services and Voluntary Women's Services. Open to public. Publicity: Mr. Starr, NE. 8-5000.

Monday May 31-June 3	PRE-FALL FASHION SHOWING	AMERICAN FASHION ASSOCIATION	ADOLPHUS HOTEL DALLAS, TEXAS

Buyers are clamoring for early glimpses of Fall lines so the Dallas openings in women's coats, suits and associated lines will be held May 31st to June 3rd. In general, the lines are about one-half as big as last year and in fewer colors and styles. None-the-less, there is considerable interest and eagerness to purchase resulting in selling on an allotment basis. Contact: Keith Horan, American Fashion Assoc., Adolphus Hotel, Dallas, Texas.

Tuesday June 1-June 3	1ST SHOWING: FALL HAT TRENDS	MILLINERY FASHION INSPIRATION, INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This is the major Fall event when manufacturers pay $100 admission fee to admit themselves and designers to see the model creations of leaders in the millinery profession. For each model purchased, an additional $50 is charged. The showing for the Fashion Press of this collection will be held on Friday, June 4th at 10:00 A.M. in the Jansen Suite of the Waldorf Astoria. By invitation only. Contact: Miss Heller, Seymour Mittelmark, PE. 6-7494.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 1- June 2	WAR-TIME FORUM	NAT'L RETAIL DRY GOODS ASSOC., PERSONNEL GROUP	CLEVELAND HOTEL CLEVELAND, OHIO

To discuss acute nation-wide manpower problem and economies in general, the Personnel Group of the N.R.D.G.A. is holding a two-day forum to which members are invited. There will be few formal speeches but much swapping of experiences and instructive help in interpreting the federal regulations that control retailing. All personnel directors are urged to attend. They will derive many fresh ideas and helpful information and suggestions from this forum. Nominal registration fee. Publ.: Edward S. Hoyt, PE. 6-2155.

First Week In June	FALL FASHION COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL SHOWROOMS

The following Guild Houses will present their Fall Collections beginning June 1st and for a week thereafter. More specific dates listed later.

WILLIAM BASS DRESS CO.	530 7TH AVE.	INTERNATIONAL DRESS CO.	1400 B'WAY
CAPRI FROCKS, INC.	1372 B'WAY	KAPLAN & GRABOIS	498 7TH AVE.
DEITSCH,WERSBA,COPPOLA	512 7TH AVE.	SAMUEL KASS	498 " "
ED GERRICK, INC.	550 " "	LA RUE DRESSES, INC.	550 " "
FOX-BROWNIE, INC.	498 " "	MARY LEE, INC.	530 " "
A. GOODMAN & CO.	530 " "	PARNIS-LEVINSON, INC.	530 " "
JOSEPH HALPERT	530 " "	BEN REIG CO.	498 " "
HORWITZ & DUBERMAN	498 " "	C.H.D. ROBBINS CO.	525 " "
JUNIOR LEAGUE FROCKS	1372 B'WAY	HERBERT SONDHEIM, INC.	530 " "

Week of June 1	RE-OPENING OF DRESS MANUFACTURING BUSINESS	DAVID LEONARD COMPANY	530 SEVENTH AVENUE

After an interlude of several months, the David Leonard Company resumes active business manufacturing street dresses and costumes. Bernice Holloway, former designer for Elfreda, is the new designer. Buyers and Press invited to see new Fall Collection during week of June 1st. For appointment, contact: LA. 4-0237.

Beginning Early June Through July 6	OPENING OF FALL HAND BAG LINES	QUALITY MANUFACTURERS	INDIVIDUAL SHOWROOMS

The following members are showing new early Fall hand bags:

EARLY JUNE			
COBLENTZ BROS.	30 E. 33RD ST.	BIENEN-DAVIS	159 MADISON AVE.
JOSEF	30 E. 33RD ST.	KORET	33 EAST 33RD ST.
ABOUT JUNE 15			
NAT LEWIS PURSES	135 MADISON AVE.	HARRY ROSENFELD	135 MADISON AVE.
JULY 6			
PICHEL, INC.	14 E. 33RD ST.		

Fri., 6/4 10:00 A.M. PRESS SHOWING OF MILLINERY FASHION INSPIRATION FALL SHOW AT WALDORF. See page 6, item 6 for details.

Week of June 6- June 12	FALL APPAREL CLINICS	MERCHANDISE MART	CHICAGO, ILLINOIS

This year, Fall fashions are being held in June instead of August when held last year, in a series of breakfast events. Included will be infants' and children's wear program, on June 8th, and an accessory clinic on June 9th, under direction of Katherine Ratto, Dir., Merchandise Service. Two clinics including speakers, fashion shows, and merchandise analysis, will be further enlivened by a survey conducted by a leading fashion magazine on "today's changing conditions and their effect on fashions". Contact: Katherine Ratto, Director, Merchandise Service, Merchandise Mart, Chicago, Illinois.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 7 (Time Later)	PREVIEW: 22ND ANNUAL EXHIBIT OF ADVERTISING ART	ART DIRECTORS' CLUB	N. Y. PUBLIC LIBRARY 42ND ST. AT 5TH AVE.

This is the annual showing of the best illustrations in advertising. A competent committee will judge and make awards for the best ads. Any art director, artist, photographer, designer (or any organization) which has produced, directed or published a piece of advertising art or an advertising unit appearing in published form between February 16, 1942 and February 16, 1943, is eligible to show it. Send material to Exhibition Committee, Art Directors' Club. Entry fee for each accepted piece is $15, payable upon acceptance. Open to public from June 8-30. Contact: Miss Winifred Karn, Art Directors' Club, 115 E. 40th St., N.Y.C., CA. 5-4340.

Monday June 7-26	AQUEDUCT SPRING RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT RACE TRACK AQUEDUCT, LONG ISLAND
Tuesday June 8 10:30 A.M.	PRESS PREVIEW: FALL HAT COLLECTION	BRAAGAARD	17 WEST 57TH STREET

This milliner with a smart social clientele will show his Fall creations to the Press, by invitation only. Publ.: Rosemary Sheehan, CO. 5-3147.

Tuesday June 8 4:00-7:00 P.M.	FASHION SHOW AND COCKTAIL PARTY	NATIONAL NEEDLE-CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM

Final winners in 3rd annual National Sewing Contest will be announced for first time; prize-winning garments from all sponsoring newspapers and radio stations shown; and six national winners (brought to New York especially for the festivities) introduced and awarded $100 War Bond prizes. Panel of judges who chose prize-winners included: Elsa Schiaparelli, Gladys Swarthout, Omar Kiam, Mrs. Oliver Harriman, Marian Young, Betty Green, Clarice Scott, Dorothea Zack and Grace Turner. (Winners of local New York contest, sponsored by Martha Deane's program on WOR, were selected on May 12th, and their garments too, entered in National Competition). "Finals" preview by invitation. Publicity: Gwenn McKenna, Tom Fizdale, EL. 5-5580.

Tuesday June 8-June 9	RETAILERS' WAR COUNCIL	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

This Federation, made up of 18 national retail associations and 30 state organizations has a membership of a half-million merchants. They will gather at the Waldorf from all around the country to determine what responsibilities the store keeper has between government agencies and the consumer. Supplies, distribution, priorities, etc., will be discussed and helpful suggestions offered to puzzled retailers. Purpose is to serve civilian customers in best way possible. Contact: David R. Craig, President, American Retail Federation, 1440 Broadway, N.Y.C., LA. 4-9678.

Wednesday June 16 Through Summer	SPECIAL EXHIBIT: JULIUS BACHE COLLECTION	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY D 6

The Bache Collection which includes more than 60 masterpieces of Euorpean paintings will be on loan at the Museum through the generosity of Julius F. Bache. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.

Thursday June 17	OPENING: 26TH SEASON, STADIUM CONCERTS	STADIUM CONCERTS INC.	LEWISOHN STADIUM 138TH AT AMSTERDAM

For the 26th season of Stadium Concerts, a new demountable stage suitable for both concert and dramatic purposes will be unveiled to replace the stage destroyed by lightning last Summer. Opening program: All-Tchaikowsky, with Artur Rubinstein as piano soloist. Other soloists during first week are Albert Spaulding and Marjorie Lawrence. Fritz Reiner, conductor. Tickets, 25¢ to $1.50. Concert committee: Mrs. Charles Guggenheimer and Mrs. Pierpont Morgan Hamilton. Arthur Judson, Manager. Publ.: Dorle Jarmel, CI. 7-7575.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday June 19- June 20 3:00 P.M.	WASHINGTON MEWS VILLAGE FAIR	MUSIC BOX CANTEEN	WASHINGTON MEWS NEW YORK CITY

Sponsored by the Music Box Canteen to celebrate its first anniversary, there will be a gay village fair. There will be dancing, treasure chests, raffles, and goods to buy. Proceeds go to benefit of Service Men and Merchant Seamen. Sponsors include William M. Holmes, Bonwit Teller; Grover Whalen, Coty, etc. Open to public. Admission: 55¢. Contact: Mrs. Bellin or Mrs. Lebow, GR. 7-9385.

Sunday June 20- June 23	FALL MARKET WEEK	ASSOCIATED APPAREL MANUFACTURERS OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.

The California fashion showing will be held earlier like the rest of the country in the hope that production will be as widely allotted as possible and deliveries on time for retail Fall openings. More details later.

Week of Monday June 21	EARLY FALL OPENING: CORSET & BRASSIERE MARKET	CORSET & BRASSIERE ASSOC. OF AMER. AND ASSOC. CORSET & BRASSIERE MANUFACTURERS	INDIVIDUAL SHOWROOMS

It has been agreed to open the Corset and Bra Market earlier than in years due to difficulties in getting orders delivered. This Fall market is an important one, for the lines will reflect the next step in the change-over necessitated by war conditions and dwindling supplies of elastic. There are definite signs of tightening up, but not with rubber. Manpower too is a problem. Therefore, the boards of both associations are looking ahead to this advance date for further guidance in their industry. Contact: Corset & Brassiere Association of America, 200 5th Ave., GR. 5-0880 and Associated Corset & Brassiere Association, 220 5th Ave., MU. 3-1593.

Thursday June 24- July 1	CONTINUATION OF WEST COAST FALL FASHION WEEK	PACIFIC COAST TRAVELLERS ASSOCIATION	BILTMORE HOTEL LOS ANGELES, CALIF.

As there is no San Francisco show this year, Buyers are invited to view women's and children's fashion lines and accessories in Los Angeles. Milliners have joined with this group to provide a worthwhile market for any who come. Contact: Julien Strauss, Sec. Treas., Pacific Coast Travellers Assoc., Biltmore Hotel, Los Angeles, Calif.

DATES AHEAD

May 17	I AM AN AMERICAN DAY	(Mon.)
May 30	MEMORIAL DAY (Celebrated Mon.)	
June 14	FLAG DAY	(Mon.)
June 19	CHILDREN'S DAY	(Sat.)
June 20	FATHER'S DAY	(Sun.)
June 22	1ST DAY OF SUMMER	(Tues.)
July 4	INDEPENDENCE DAY (Celebrated Mon.)	
Aug. 19	NATIONAL AVIATION DAY	(Thurs.)
Sept. 6	LABOR DAY	(Mon.)
Sept. 13	1ST DAY OF SCHOOL	(Mon.)
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)
Oct. 1	MOVING DAY	(Fri.)
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)

RED LETTER WEEKS

May 17-22	NATIONAL COTTON WEEK
May 23-29	NATIONAL FIRST AID WEEK
May 23-30	NATIONAL POETRY WEEK
May 29-6/5	NATIONAL TENNIS WEEK
June 21-26	NATIONAL SWIM-FOR-HEALTH WEEK
Sept. 11-18	NATIONAL FELT HAT WEEK
Sept. 13-18	CONSTITUTION WEEK
Sept. 19-25	NATIONAL DOG WEEK
Oct. 1-11	NATIONALLY ADVERTISED BRANDS WK
Oct. 2-9	NATIONAL RETAIL FURNITURE WEEK
Oct. 3-9	FIRE PREVENTION WEEK
Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK
Oct. 10-17	NATIONAL WINE WEEK
Oct. 11-17	BIBLE WEEK
Oct. 17-23	NATIONAL PHARMACY WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Tuesday.....OPENING: RITZ CARLTON GARDENS RITZ CARLTON HOTEL, MADISON AT 46TH
May 18 All of New York eagerly awaits the Summer outdoor eating season. While the Ritz Gardens are not precisely outdoors, the greenery and the fountain effect is pleasantly satisfying and suggestive of a Summer green house. This opens the season for smart outdoor lunching and dining. Publicity: Marion Morrison, PL. 3-4600.

Tuesday.....GREEK RELIEF BENEFIT SHOW MADISON SQUARE GARDEN, 8TH AT 50TH
May 18 Sponsored by the Motion Picture Industry, produced by Hassard Short with
8:00 P.M. Katina Paxinou, Greek actress appearing. Also Alfred Drake and Joan Roberts of show "Oklahoma". This benefit will have a 100-piece orchestra conducted by Paul Ash. The entire Motion Picture Industry is expected to attend. Tickets, $1.10 to $27.50, procurable at Room 303, Paramount Building. Publicity: Karl Erbe, LA. 4-4761.

Tuesday.....BENEFIT CONCERT FOR LITTLE RED SCHOOL HOUSE, TOWN HALL, 123 W. 43RD ST.
May 18 To raise money to equip the science rooms of the Little Red School House
8:30 P.M. and to encourage American Music. Virgil Thompson, N.Y. Herald Tribune music critic will present Leonard Bernstein, pianist; Art Hodes, swing pianist; and Don Sebastian, harmonica player. Tickets: $1.10-$2.20. Publicity: Joyce Hirshon, Hirshon Garfield, BR. 9-9350.

Wednesday...PREMIERE: "THE LEOPARD MAN" (Movie) RIALTO THEATRE, 1481 BROADWAY
May 19 This is a thriller-mystery featuring Margo, the Mexican chanteuse, Dennis O'Keefe and Jean Brooks. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday...RETURN OF BALLET RUSE DE MONTE CARLO, B'WAY THEATRE, METROPOLITAN OPERA
May 19- Note that these performances are given in two theatres: the Broadway
May 29 Theatre and the Metropolitan Opera House. The final weekend of five perperformances of the Ballet Russe will be given at the Metropolitan Opera House. Under management of Universal Art Inc., 36 W. 44 St., MU. 2-6990.

Thursday....PREMIERE: "ACTION IN THE NORTH ATLANTIC" (Movie) STRAND, B'WAY AT 47TH ST.
May 21 This is of course a war action picture starring Humphrey Bogart, Raymond Massey and Julie Bishop. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...PREMIERE: "FIVE GRAVES TO CAIRO" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD
May 26 The combination of Franchot Tone and Anne Baxter, plus a war-time background, should make this a good box-office picture. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: REPERTORY OPERA CO., SAN CARLO OPERA CO., CENTER THEATRE, 6 AT 49
May 26- This season there will be a company of 200 including a large orchestra,
June 6 chorus and ballet, presented by Mr. Fortune Gallo in his Summer season of popular operas. Prices: 55¢ to $2.20. Publ.: Paul Morris, CO. 5-0741.

Friday.....PREMIERE: "CORVETTES IN ACTION" (Movie) RIVOLI THEATRE, B'WAY AT 49TH ST.
May 28 Universal presents a new war picture with Randolph Scott, Ella Raines and Barry FitzGerald. Publicity: Mr. Horowitz, CI. 7-7100.

Tuesday.....PREMIERE: "KICKED UPSTAIRS" WINDSOR THEATRE, 157 W. 48TH ST.
June 1 This is a comedy with Vickie Cummings, Ernest Cossart, and others. Produced by Beverly Productions. Publicity: Arthur Levy, PE. 6-4891.

Copyright, 1943, by FASHION CALENDAR.